

Our First Annual White Sale Will Last 7 More Days!

Follow the Crowds---Join the Rush to the Greatest of All Sales!

Prices Lower Than We Have Ever Before Quoted! Less Than Wholesale Figures in 50 Case Lots!

Every piece of Linen, every yard of Embroidery and Lace, every piece of White Goods and every garment of Muslin Underwear included---not an old, undesirable number among them---the wreckage of values is complete. THE BIG SALE IS AT IT'S HEIGHT. COME, IT WILL PAY YOU TO COME EVERY DAY.

DOORS OPEN PROMPTLY AT 9 A. M.

SPECIAL!

FROM 8 TO 9 O'CLOCK
TONIGHT.

5000 yards of finest pure silk ribbons, from 2 to 5 inches wide, nearly every color except black, in satin, taffeta and moire---ribbons that suit almost every purpose, actually worth up to 35c. Tonight for one hour, yard

10c.

POPULAR CONCERT

This Afternoon From 2 to 5 P. M.

BY "LOS RATAS" ORCHESTRA

1. March Drop of Blood V. Amador
2. Waltz Brightness of Moon O. Petras
3. Selection Lucia de Lamermoor Donizetti
4. Mazurka Bella Walteuffel
5. Two Step Anona Vivian Grey
6. Schottische Happy Return A. Alvarado
7. Selection Bridal Rose Laballe
8. Polka Geraldine Gaylord
9. Two Step Hiawatha
10. Waltz The Capitol A. Martinez
11. Selection Bohemian Girl Balse

SPECIAL!

FROM 2 TO 3 O'CLOCK
THIS AFTERNOON.

774½ of yards of Japanese Corded Wash Silks---this lot we just received---sold at 50c everywhere. For one hour only, yard

29½c Spot Cash.

Limit 15 yards to any one customer. No telephone orders filled. Positively none to dealers.

NIGHT GOWNS.

LADIES' MUSLIN GOWN---Made in three different styles, high neck with yoke of hemstitched tucks and embroidery insertion, cheap at 75c---Sale Price..... **49c**

LADIES' CAMBRIC GOWN---Yoke of hemstitched tucks, both high neck and low neck, many pretty designs, trimmed with lace or embroidery, beading and ribbons, worth \$1.15---Sale Price..... **79c**

LADIES' FINE LONG CLOTH GOWN, yoke of hemstitched tucks, embroidery beading and insertion; it's a marvel of beauty, nothing like it anywhere for less than \$1.50---Sale Price..... **99c**



THIS LADIES' NIGHT GOWN---made of long cloth or nainsook, elaborately trimmed with bow-knot and fine Valenciennes lace and Swiss needle work, are 58 to 66 inches long, extra wide and very full, and will be sold at this sale at,

Only \$1.49

CORSET COVERS.

CORSET COVERS---Plain perfect fitting worth 10c---Sale Price..... **5c**

CORSET COVERS---Embroidery trimmed, 20c value---Sale Price..... **10c**

CORSET COVERS---Lace trimmed, front of lace insertion, 25c value---Sale Price..... **19c**

CORSET COVERS---Ten different styles, V and round neck, lace or embroidery trimmed, actual 35c value---Sale Price..... **25c**

CORSET COVERS---Trimmed with Valenciennes lace and Ribbon, 50c value---Sale Price..... **39c**

CORSET COVERS---Cambric, 20 different styles, elaborately trimmed with lace insertion, lace beading and ribbons, V neck, round neck or square neck, splendid 65c value---Sale Price..... **49c**

CORSET COVERS---Made of cambric, back and front almost entirely of lace, finished with ribbon, style copied from French designs, cheap at \$1.00---Sale Price..... **79c**

CORSET COVERS---Made of fine nainsook, trimmed in the most exquisite styles, beautifully finished, worth up to \$2.50, specially priced at \$1.98, \$1.49 and..... **99c**



This Gown, \$1.49.



Drawers Like Cut, 25c.



This Gown, 79c.

DRAWERS.

LADIES' UMBRELLA DRAWERS---Deep flounce, hemstitched hem, 25c value---Sale Price..... **15c**

LADIES' UMBRELLA DRAWERS---Trimmed with lace insertion, hemstitched, actual 35c value---Sale Price..... **25c**

LADIES' UMBRELLA DRAWERS---Trimmed with lace or embroidery, two rows of insertion, 50c value---Sale Price..... **39c**

LADIES' UMBRELLA DRAWERS---with four rows of hemstitched tucks, deep flounce, actual 65c value---Sale Price..... **49c**

LADIES' UMBRELLA DRAWERS---With hemstitched ruffle, finished with lace---Sale Price..... **59c**

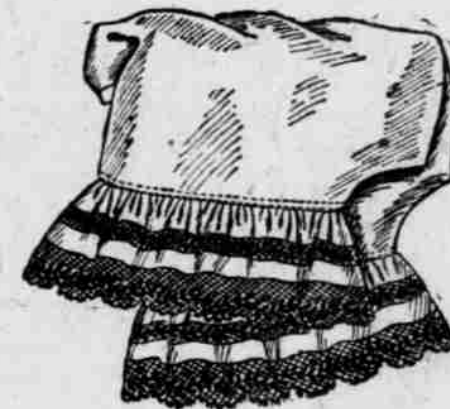
LADIES' UMBRELLA DRAWERS---Wide flounce of lawn, trimmed with embroidery, hemstitched tucks---Sale Price..... **69c**

LADIES' LAWN DRAWERS---With deep flounce, trimmed with embroidery, also deep lace trimmings with row of insertion, beautifully finished, \$1.00 value---Sale Price..... **79c**

LADIES' CAMBRIC DRAWERS---Umbrella style, with six rows of lace edging, ribbon finished, cheap at \$1.25---Sale Price..... **99c**



This Petticoat, 99c.



Drawers Like Cut, 39c.



This Petticoat, \$1.49.



White Petticoats.

LADIES' MUSLIN PETTICOATS---with deep flounce, trimmed with lace and insertion, actual \$1.00 value---Sale Price..... **69c**

LADIES' MUSLIN PETTICOATS, with deep lawn flounce, trimmed with wide embroidery or lace and many hemstitched tucks, actual \$1.15 value---Sale Price..... **79c**

LADIES' MUSLIN PETTICOATS---deep flounce, finished with ruffles of embroidery or lace, with three rows of insertion \$1.25 value---Sale Price..... **89c**

LADIES' CAMBRIC PETTICOATS---Flounce daintily tucked and hemstitched, deep ruffle, \$1.75 value---Sale Price..... **\$1.25**

LADIES' CAMBRIC PETTICOATS---With wide lace insertion and flounces, beautifully tucked, cheap at \$2---Sale Price..... **\$1.49**

THIS MAGNIFICENT PETTICOAT is sold in many stores in New York, Boston and Philadelphia at \$5.00---and they are worth it. At this sale we shall sell them at

\$1.98

each---limiting two to each purchaser.

The New York Store.